

Three State Executives Here Sunday
at the Luther League Convention



Left to right, Governor J. A. O. Preus, Minnesota; Governor J. J. Blaine, Wisconsin; Governor R. A. Nestos, North Dakota.

FIFTY LIVES REPORTED LOST
IN STORM WHICH BREAKS OVER
NEW YORK CITY AND VICINITY

Police Boats Search Waters of Long Island Sound for Victims; Wind Wrecks a Loaded Ferris Wheel, Blows Out Broadway Store Windows and Uproots Trees in Parks

NEW YORK.—(By the Associated Press.)—The death toll of the brief but terrific hurricane that swooped down on the metropolitan area late Sunday passed the sixty mark Monday with indications that the total number of dead might go much higher.

The death list leaped ahead when an incoming tide returned eighteen more bodies that had been swept out to sea. Four more bodies were rescued at Hunters Island and two were reported to have been picked up at Travers Island.

NEW YORK.—(By the Associated Press.)—Daybreak Monday morning found hundreds of parents, children and relatives standing vigil at the docks at City Island awaiting the arrival of police boats which during the hours of darkness had searched the waters of Long Island Sound for victims of Sunday's storm.

More than fifty persons were thought to have lost their lives and upwards of 100 were injured in the tempest which seemed to center its wild energy on City Island and its vicinity.

Thousands of rowboats and launches dotted the sound off City Island just before the breaking of the storm; when it had passed the water was strewn with overturned craft and the buildings on shore resembled a battle-torn village in No Man's Land.

Many parties hurrying for safety saw people struggling in the water, but dared not stop for fear of capsizing their own craft. The rescue work started immediately, but darkness and the panic-stricken crowds hindered the workers.

Property Damage Heavy
The storm followed a day of intense heat and was as sudden as it was violent. Low hanging clouds like magic seemed to dip toward the earth and before the frightened people could reach places of safety the wind came.

Clason's Point, a pleasure ground near City Island, was in the direct path of the hurricane. A Ferris wheel, heavily freighted with young people, had just begun to revolve with its passengers when the wind struck it. The top of the wheel was torn away and the remainder crashed to the ground. Dozens were buried in the wreck. Six bodies were later taken out and more than two score were attended by ambulance surgeons. A seventh victim died this morning.

Frail buildings were crushed by the mighty weight of the wind; electric light wires were torn away. The gale was accompanied by rain which came with a lash from the force of the wind.

Store Windows Blown Out
Huge trees in Central park were uprooted and tossed across the drive-ways.

Five people were hurt when the wind blew out great plate glass fronts of stores along Broadway and scattered merchandise along the street.

In Brooklyn lightning struck a street car and knocked six passengers unconscious.

List of Dead Grows
The full toll of the storm may not be known for days, if ever. The crowds that thronged City Island were drawn from all parts of the Metropolitan district and probably numbered many persons from distant points which had gone to the island to escape.

(Continued on page six)

STRIKE HEADQUARTERS IN CANADA?
WOULD RUN STRIKE FROM OUTSIDE U. S. COURT JURISDICTION

Seek to Evade Ruling that Labor Organizations are Liable for Strike Damage
ADDITIONAL WAGE REDUCTIONS EXPECTED WITHIN NEAR FUTURE
Clerks, Signalmen, Firemen, Oilers, Marine Workers Affected

CHICAGO, Ill.—While additional wage cuts swung over the heads of 350,000 more railway employees and awaited only formal release by the railroad labor board to slash another \$40,000,000 from the payrolls of the carriers it was rumored Monday that any rail strike growing out of present threats may be directed and financed from Canada as a means of evading the recent decision of the United States supreme court holding unions liable for damages caused by their members.

Leaders of the rail unions said to be contemplating the move viewed the establishment of Canadian headquarters as legitimate. In view of conditions caused by the supreme court opinion, because the unions are international organizations. Financial penalties in case of a walkout could thus be averted, it was said.

The expected new wage reduction order will increase the total cut from railway workers to approximately \$150,000,000 a year. Clerks, signal men, stationary firemen, oilers and marine department employees will join the shopmen and maintenance of way employees as victims of the slash.

KENOSHA COUNTY OFFICER IS KILLED IN AUTO ACCIDENT
KENOSHA, Wis.—Jacob Keul, deputy sheriff and turnkey of the Kenosha county jail, was instantly killed Sunday evening when the automobile in which he and three others were riding turned turtle at Liberty corners, seventeen miles west of Kenosha. Keul was hurled from the car, his skull crushed and his neck broken by the blow. Miss Mary Robbins, driver of the car, and Mrs. Neil Curry, both of 653 Cornelia avenue, Chicago, were badly injured but will recover. Norman Weiss of Chicago, owner of the car escaped injury; he was held by officials pending investigation of the accident. Keul was called to the village of Trevor to make an arrest and the three Chicagoans had volunteered to take him there. Miss Robbins was driving the car and lost control when it skidded in a pile of sand at the side of the road.

HIGBEE IS HOLDING COURT IN VIROQUA
SMALLEY HERE SOON
Jurge Higbee and Court Reporter Ackerman are holding circuit court in Viroqua on Monday. Judge J. E. Smalley of Crawford county, will hear cases here on June 19. Two criminal cases have been given changes of venue by Judge Smalley to Judge Higbee. Both are for alleged violations of the Prohibition law. Charles Knorr is charged with possession of a still for manufacturing intoxicating liquor and also with having 27 gallons of moonshine and 20 gallons grape wine in his possession. Eugene Cahalan is charged with transportation and possession of liquor.

STATE TROOPERS TO BE QUARTERED AT MICHIGAN PEN
MARQUETTE, Mich.—Governor Grosbeck, who heads a prison commission which will meet here Monday, has ordered a detachment of state police, numbering ten men, now stationed at Negaunee moved to Marquette and quartered in barracks on the grounds of the Marquette branch prison.

This step was taken, the governor explained, so that troopers will be at hand when needed in an emergency. Barracks will not be built within the prison walls. The Marquette prison has 500 inmates, most of them long termers sentenced for major crimes.

DIXIE CARROLL, WELL-KNOWN SPORT WRITER, IS DEAD
CHICAGO, Ill.—Dixie Carroll (Carroll Blaine Cook, Jr.), 38, widely known sports writer and authority on fishing, died at his home here Sunday after an extended illness.

Mr. Carroll was one of the organizers of the Isaac Walton club, an organization made up of sportsmen throughout the country.

FINE ENTERTAINMENT IS APPRECIATED BY THE LUTHER LEAGUERS
To the Citizens of La Crosse:
The International officers of the Young People's Luther League wish before leaving your hospitable city to give voice to the sense of hearty appreciation we all feel to the citizens of La Crosse for so splendidly entertaining the delegates, pastors, visitors and officers who have been in attendance at our Triennial Convention just adjourned. We can leave your city with the satisfaction that every delegate and visitor was entertained with the best your city has to offer.

The Chamber of Commerce, with its efficient official staff, the local Church committees, as well as the La Crosse press are to be especially congratulated for the spirit of co-operation which made for such successful convention arrangements.

As we now take our departure, we leave with the satisfaction of having had the most representative, the most successful, and the most inspiring convention in our history. It is our earnest hope that what we brought you in the convention was worth while. We shall ever cherish the fond memories of our very pleasant stay here.

To you, Citizens of La Crosse, with all the many organizations which have co-operated in giving us this most splendid convention, we extend the sincere gratitude of the Young People's Luther League. On behalf of the Board of Directors of the International Association, N. M. YLIVISAKER, Executive Secretary.

TWO AUTOS COLLIDE ON JACKSON STREET SUNDAY EVENING
Two unidentified occupants of a stolen Ford car make their escape. One unidentified occupants of a stolen automobile and Carl Helke, 903 Hood street, were involved, was reported to the police over the weekend.

The accident occurred on Jackson street, between West Avenue and Thirteenth streets, shortly before nine o'clock Sunday evening. As far as police have been able to investigate, no injuries resulted.

Was Stolen Car
When police arrived on the scene of the collision Sunday night, the Ford roadster, lying disabled in the center of the street, was identified as the machine stolen from a bar dance in Smith's Coulee Saturday night. Witnesses of the accident said that the two occupants of the Ford crawled from underneath the wreck and disappeared south through an alley. They have not been located, police said.

Carl Helke was driving his Allen west on Jackson street, and approaching from the opposite direction, the Ford machine swung to the left striking Helke's car on the side. The left fender and running board of his machine were crushed, but otherwise the car was not damaged to great extent.

No Trace of Occupants
Police said the Ford was tipped completely over with the front running gear crippled to the extent that a wrecker was necessary to haul it in. The car was taken to the Elsen and Phillips' garage. Investigations have been made at all hospitals by the police, but no trace of the occupants of the Ford have been located. The Ford is owned by H. Jorstad, of Smith's Coulee.

BANKRUPTCY PLEA IS FILED AGAINST MANITOWOC PAPER
MANITOWOC, Wis.—Petition was entered in circuit court here Monday on behalf of William Gatterman to place the Manitowoc Times in the hands of a receiver. The hearing was postponed for two weeks in order to allow the directors an opportunity to work out an adjustment, if possible.

Gatterman is the chief stockholder in the paper which was organized two years ago and, it is said, seeks security for his investment, which is said to total about \$20,000. He owns the building and real estate in which the paper is published.

The Manitowoc Times operates as an independent daily newspaper.

BARRON CREAMERY GREATEST IN WORLD SETS A NEW RECORD
BARRON, Wis.—The Barron Co-operative Creamery here, the largest creamery in the world, received almost a half million pounds of cream during May, according to the report for that month, made public Monday. From this amount of cream approximately 135,000 pounds of butter fat were obtained. During May the creamery had 1,055 patrons and paid 42 cents a pound for butter fat.

COMMITTEE O. K.'S BILL TO AMEND THE GRAIN TRADING ACT
WASHINGTON.—Favorable report on the Capper-Thacher bill to amend the future trading act to meet the recent decision of the supreme court declaring sections of the act inoperative was ordered Monday by the house agricultural committee. The measure, which was reported as introduced is expected to be taken up in the house Thursday.

THREE GOVERNORS TELL OF GREAT INFLUENCE OF CHURCH IN GOVERNMENT

CLOSING DAY OF LUTHER MEETING IS IMPRESSIVE
Record Breaking Crowd Attends big Outdoor Meeting in Myrick Park
CONVENTION GOES ON RECORD OPPOSING BEER AND WINES
Important Developments Mark the Closing Day

PREUS MAKES PLEA TO ADOPT ENGLISH IN LUTHER CHURCH
Strong Addresses Feature Great Outdoor Meeting in Myrick Park Sunday
GOVERNOR NESTOS TELLS OF VALUE OF CHRISTIAN LIFE
Inspiring Meeting Marks Close of Luther League Convention

PRONOUNCED the greatest crowd ever assembled at a public meeting in this city, an assemblage estimated to include 20,000 persons gathered under the trees in Myrick park Sunday afternoon to hear three governors. With the sun shining, a cool breeze blowing out of the west and an inspiring program of addresses and music, the meeting furnished an impressive climax for the big national convention of the Luther league.

People journeyed in autos to La Crosse from various points in Iowa, Minnesota and Wisconsin within a radius of 100 miles to attend this great meeting. It was estimated that 2,000 cars were parked in Myrick park and along La Crosse street during the meeting. All extra cars at the command of the street railway were required to convey people to and from the park.

Morning Services
Divine services in the English language were held in Myrick park Sunday morning by the convention of the Luther league. Dr. J. A. O. Stubb of Central church, Minneapolis, delivered the sermon, and the Rev. A. J. Bee of Blair, Wis., was liturgist. Special music by the Bethel choir of Chicago, the Waldorf College choir of Forest City, Iowa, and the Luther College band featured the services.

Mr. O. J. Towley of Christ church, St. Paul, rendered a beautiful tenor solo. Dr. Stubb said in part:

"During the convention the Luther league has discussed the theme 'The Life Worth While.' I wish to leave with you today a somewhat kindred thought, namely, materialism vs. spiritualism. In Mark 8 we read the passage, 'What shall it profit a man if he gain the whole world, but loses his soul? Or what would a man give in exchange for a soul? There is a wave of materialism sweeping the country today. Everything is tainted with materialism; even education gets to be a money making process, and not a matter of culture. We should not despise money and the temporal things, for they are God's gifts, but we should value His spiritual gifts higher.

A True Patriot
"Every Christian is a true patriot, but even as patriots we should place the greater emphasis upon spiritual matters. Temporal things can be measured, but the life worth while can not be measured; it goes on forever. The greatest blessings which a country can enjoy come through the life worth while. The Spaniard who settled South America came to seek gold; the Pilgrim Fathers came to seek God; hence the difference in prosperity between North and South America. Roger Babson, one of America's greatest financial students, has said, 'It is the church that has built America,' and when he said it, he meant the old fashioned believing and confessing church. 'Social service will not take the sin out of business in the larger sense. Home ownership and good wages never saved a soul. How much do we give for proper care of the souls of our children? The figures show that we spend more money on the wine business than we do for the souls of our children. How much has God given for our souls? He gave his only begotten son, that we might have life by faith in Him.'

Divine services in the Norwegian language were held Sunday morning at Our Saviour's church with the Rev. J. Noddy of Deerfield, Wis., preaching the principal sermon. Rev. O. J. H. Preus of De Forest, Wis., was liturgist. Music was furnished by the Normanna Sangerkor of La Crosse.

Governors Entertained
Governors Blaine of Wisconsin, Preus of Minnesota and Nestos of North Dakota were entertained at dinner Sunday noon at the home of Dr. Gunderson, Fifteenth and King streets, following which the three governors addressed the convention in Myrick park.

The final session of the Luther league convention was held in the Normal School auditorium Sunday evening. The Chicago circuit under the leadership of Mr. Carsten Benning, presented a model league program. The Waldorf college choir led by Prof. Oscar Lydare, Forest City, Iowa, gave a sacred concert, which was very well received.

Rev. J. A. Aasgaard, president of Concordia college, Moorhead, Minn., (Continued on page six)

Governor Preus Talks
Governor J. A. O. Preus of Minnesota was introduced by Honorable J. N. Jacobson of Hills, Minn., a member of the board of directors of the Luther league, as "the favorite son of Minnesota." Governor Preus called attention to the fact that the Norwegian ancestors of most of the people in the audience had been instructed in Norway in the greatest of all American arts, the art of government. He was proud to see that their descendants in this country were assuming the obligations of citizenship and participating in the civic affairs of the United States.

He said furthermore, that if the church within which this convention was assembled is going to maintain a hold on its young people, then it will have to satisfy them that it is not principally the Norwegian Lutheran church, but the American Lutheran church among the Norwegians in this country. It must be a church for Americans, and not a church for the preservation of the Norwegian language; Lutheran must be the most important word in its title, and American the next most important word. He did not thereby mean that he would destroy Norwegian culture and the Norwegian language in America, but that he was more interested in preserving the Lutheran church to posterity. The principal thing is to embrace the Lutheran faith, and the next most important thing is the principles of American citizenship.

He called attention to the fact that it was Luther's work in the reformation which made the democracies of our day possible. The Lutheran church stands for freedom of religion; it stands for solidarity which is based on the faith embraced freely by the hearts of its members.

Napoleon is supposed to have said when he sold Louisiana territory to the United States, that whatever nation should control the unlimited resources of the Mississippi valley (Continued on page six)

DRILL TONIGHT
All men enlisted in headquarters battery will report for drill at 7:30 tonight.

HOME-COMING AT SPARTA ON FOURTH TO BE GALA TIME

American Legion Rushing Plans for Celebration on July 3 and 4

SPARTA, Wis.—Work is progressing rapidly on the plans of the American Legion for the big celebration and home coming, to be held in Sparta July 3 and 4. No amount of work and no amount of money will be spared to make this the biggest celebration ever put on in this part of the state. Plans are made to accommodate ten thousand visitors. Two big bands will be on duty, the West Sparta military band and the Sparta Legion band, under the direction of Prof. C. D. Dostater. "Jim" Gillette, ex-governor of California, and former citizen of Sparta, will be one of the speakers of the day. One thousand dollars has been appropriated for free attractions on the down town streets. There will be a grand military and industrial parade and pageant each day at noon and a torch light comedy parade each evening under the direction of the town's comedian, "Little Eva Jones." There will be athletic games of all kinds and a new auditorium is being built on the fair grounds for the spectators. Fireworks and pavement dances will entertain the visitors during the evening hours. The Women's auxiliary of the Legion will conduct several large entertainers and lunch rooms.

High School Exercises

The forty-fifth commencement exercises of the class of Sparta high school were enjoyed by a large crowd at the Armory Friday evening. The hall was decorated with streamers of the class colors, blue and gold, and their motto, "Forward, Ever Backward" was in the same colors. Baskets of yellow roses, their class flower, were also in evidence, and added to the beauty of the stage. Prof. S. W. Gilman of the University of Wisconsin gave a splendid address, which was enjoyed by all his hearers, despite the fact that he labored under a severe cold and found it very difficult to speak. Diplomas were given to the following fifty-two graduates: Estelle Anderson, Erna Austin, Florentina Berg, Levis Beals, Alfred Bolson, Harold Bolden, Dorothy Davis, Mary Davis, Florence De Bruin, Walter Erickson, Ralph Farnham, Dorothy Fish, Kathryn French, Oscar Friske, Leona Gibson, Alta Hebron, Lloyd Hunsstock, John Herring, Jr., Bernice Hewitt, Bernice North, Marguerite Howard, Alberta Jensen, George Krebs, Fred Lange, Glen Lawrence, Kenneth Lawrence, Lyman Leach, Elsie Lee, Grace Levensch, Theodore Lundke, Anna Matthews, Lillian McCoy, Lorne McElvish, Earl Molstad, Walter Morrison, Pearl Putman, Virginia Rowe, Beth Shattuck, Elsie Sholes, Clifford Spink, Ruth Steh, Martin "Thelma", Nellie Szwedzinski, Albert Stubb, Florence Tucker, Julia Wanderscheider, Joe Wantless, Ernest Weaver, Frances Williams, Hugh H. Williams and Inez Young.

PHOTO TRANSMITTED BY RADIO PRINTED IN GOTHAM PAPERS

Forty Minutes Required to Send Photograph from Rome to Bar Harbor, Maine

NEW YORK. A photograph transmitted by wireless telegraph from Rome, Italy, to Bar Harbor, Maine, is reproduced in Sunday editions of the World.

The process by which the feat of modern science was performed was invented by Dr. Arthur Korn, professor of electro-physiology in the Berlin High School of Technology. Forty minutes from the time the photograph was "filmed" at the radio station in Rome it had been taken in by a naval radio operator at Bar Harbor.

The World points out that the experiment, while far from perfect, shows the way to an achievement that seems now to be in the near future. Over shorter distances and under more favorable conditions, pictures have been transmitted with surprising clarity of detail.

The picture reproduced in the World is evidence, it is said, that the zinc method of transmission is sound and that with refinements of the mechanical process and certain elaborations of their use it may soon be possible to have pictorial reports of events throughout the world as speedily and as accurately as written descriptions.

Dr. Korn has been working on his invention since 1900. His sending machine does the translating or coding automatically. The photographs are translated at the sending end into groups of letters, each letter representing a certain degree of darkness or lightness and the code words formed by the groups are sent as in an ordinary message.

STOP ITCHING ECZEMA

Penetrating, Antiseptic Zemo Will Help You

Never mind how often you have tried and failed, you can stop burning, itching eczema quickly by applying Zemo furnished by any druggist for 35c. Extra large bottle, \$1.00. Healing begins the moment Zemo is applied. In a short time usually every trace of eczema, Tetter, Pimples, Rash, Blackheads and similar skin diseases will be removed.

For clearing the skin and making it vigorously healthy, always use Zemo, the penetrating, antiseptic liquid. When others fail it is the one dependable treatment for skin troubles of all kinds.



Mary Glynn in "Dangerous Lies," at the Majestic Monday and Tuesday.



OWEN MOORE "REPORTED MISSING" SELZNICK PICTURES At The Riviera Today.

In The MOVIES

REVOLI TODAY

Fascinating entertainment is "A Midnight Bell," which opened yesterday at the Revoli theater, for a run of two days. Charles Ray stars in this first National attraction, and that fact alone is sufficient guarantee that the picture is worth seeing.

In "A Midnight Bell" he is a traveling salesman, young, enthusiastic and persevering. His attempts to sell rubber heels to a storekeeper who doesn't want them are highly amusing. Later, obtaining a position as clerk in the same store, he shows his proprietor how to make sales, using a judicious mixture of flattery, salesmanship and guile. These scenes kept the audience in an uproar of laughter yesterday.

But the picture is not all comedy. There are some exciting episodes in which Ray battles a band of bank robbers in a haunted church.

AT THE MAJESTIC TODAY

Paul Powell, producer of E. Phillips Oppenheim's picture story of "Dangerous Lies," which will be the feature at the Majestic theater today and Tuesday, recently voted big prize of Mary Glynn, the talented English screen actress who has the hard role of Joan Farrant in the picture named. Mr. Powell asserts she never has exhibited her emotional powers to finer advantage. He declares that her work in this picture has been a revelation even to him.

David Powell is the featured player and the supporting cast including many other stars.

REVOLI TOMORROW

Following the great success made by "Humoresque," comes another screen epic of the East Side of New York in "Just Around the Corner," Fannie Hurst, who wrote "Humoresque," also wrote the story of "Just Around the Corner." Frances Marion wrote the scenario and directed "Just Around the Corner," which will be seen at the Revoli theater next Tuesday and Wednesday.

Margaret Soudon, who took a leading part in "The Inside of the Cup," has a leading role in "Just Around the Corner."

STRAND TODAY

Bootlegging at best is a dangerous business, but up around the Canadian border it is doubly so. In the metropolitan districts the apprehended hunch merchant faces nothing more than a fine and a jail term while in the Northwest he faces death. "Sport" McQuack, one of the characters in "Channing of the Northwest,"

Northwest" is an extremely picturesque bootlegger. The feminine portion of the audience may see him for what he is a villain but the drinking population will not be able to withhold their sympathy for a man who will take such chances in the line endeavor of trying to quench America's thirst.

Eugene O'Brien as Channing of the Northwest Mounted harasses him and makes the going tough for him but the old boy keeps right at it. He loses out in the end much to the regret of many who see in his downfall the gradual shutting off of all that is near though very dear to them.

RIVIERA TODAY

The maker of a motion picture holds the destiny of his characters in the palm of his hand and he can so arrange their doings that the drama comes at the right time. In the Owen Moore picture, "Reported Missing," Henry Lehrman has proven himself to be a master of dramatic technique. He has built his situations in a manner which shows him to be a student of the workings of human emotions. His chief aim in this picture was thrills and laughs and they are so distinguished as to constitute a medium of entertainment rarely encountered these days. If you want to be lifted out of this everyday world into a land of romance, excitement and laughter don't fail to drop in at the Riviera today, and see "Reported Missing."

CASINO TODAY

"The Sheik of Araby," with H. B. Warner as the romantic Sheik, has sprung into being on the screen of the Casino theater, where the desert production is scheduled for today.

H. B. Warner the noted stage and screen star has one of the most romantic roles of his entire career in "The Sheik of Araby." Mr. Warner tall and handsome, appears as the

Sheik and he makes a figure glowing with romance and heroism. Barbara Castleton, Wedgewood Nowell and others support Mr. Warner.

GUARD OFFICERS OF STATE AT SCHOOL IN MILWAUKEE MONDAY

MADISON, Wis.—Upwards of 1,000 national guard officers and non-commissioned officers are assembling Monday for a week of special schooling at Milwaukee and Camp Douglas. The infantry and artillery school are at Camp Douglas while all cavalry units have entrained for the camp just outside of Milwaukee.

This officers' school is for the special instruction of all national guard officers preparatory to the annual summer encampment. The schools are enlarged this year by a number of selected enlisted personnel which are being trained as future officers of the Wisconsin units.

First classes in the schools will begin early Tuesday morning and the last classes will be held Friday afternoon.

Spider Invented the Diving Bell

The diving bell was responsible for all of man's submarine conquests, and yet it was made use of by the spider long before man conceived the idea. In fact, he may have gotten the idea from the spider. The insect that makes use of the diving bell is known as "anadid," which builds a little house of spun silk under the water, holding it down by attaching it to stones or vegetation. Upon its completion it carries down quantities of air until it is filled and then the insect makes itself at home under its shelter.

Measuring Ocean Depths

The Navy department has been working on a device for measuring ocean depths by means of reflected sound waves, but as yet has not perfected it to a point where it wishes to give out information regarding it. A recent device of similar nature has been developed, by means of which depth measurements, accurate to within one foot, can be made even when the ship is moving at full speed. — Popular Mechanics Magazine.

ADVERTISING MEN OF THE WORLD MEETING TODAY IN MILWAUKEE

See Union of Business Organizations to Promote Better Business Program

Milwaukee, Wis.—With advertising men from all parts of the country in Milwaukee, the second day of the Associated Advertising Clubs of the World opened with three large sessions.

It was said that countless influential business organizations will join forces for a definite better-business program to begin immediately. Men actively connected in the educational conference being held in connection with the advertising convention base this statement upon the fact that attending the convention are men from all branches of business who aim it will be during the meeting here to form a closer relationship between each other.

The main purpose of all these forces is, it was said, to make for better business and it is the plan of those in charge of the conference that before they leave, these forces will have united on a platform of objectives on which all will concentrate.

COOPER'S Strand TODAY and TOMORROW

Prices 10c and 20c—Plus tax.



COOPER'S Strand Lewis J. Selznick presents

EUGENE O'BRIEN in "Channing of the Northwest" By John Willard Personally staged by RALPH INCE

PATHE NEWS and DIGEST

WEDNESDAY and THURSDAY

Owen Moore

—IN—

"REPORTED MISSING"

MAJESTIC

Small Prices. Small Ads., but our Big Shows are the Talk of Town

WATINEE 2:15 to 5:00.

Children 5c

Adults 10c

No tax.

NIGHTS 7:15 to 11

Children, Adults, Balcony 10c

Adults, Lower Floor 15c

Plus Tax

TODAY and TUESDAY

DAVID POWELL

MARY GLYNNE

—IN—

"DANGEROUS LIES"

The story of a modern marriage that began with one false step.

—AND—

FOX NEWS

Showing "IN THE VATICAN," with POPE PIUS XI.

Only picture ever made of Eucharistic Congress.

REVOLI

Pick of Pictures at SUMMER BARGAIN PRICES

Children Matinee and Night No Tax	10c	Adults Matinee Plus Tax	20c	Adults Nights Plus Tax	25c
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Matinee 2:15 to 5:00. Last Times Tonight 7:15 to 11:00.

CHARLES RAY

From Charles Hoyt's Play

It's Thrilly and Chilly and Chock-Full of Joy!

"Just Around the Corner"

A Drama of the Streets of New York.

Of a girl whose home life was more than she could bear. Around her—the crooked path—New York! What awaited her "Just Around the Corner"?

Note: Fannie Hurst's big human drama is one that every girl or boy who works for a living ought to see.

IT SHOWS THE LURES—THE CROOKED SNARES—THE PITFALLS



Cigarette

It's toasted. This one extra process gives a rare and delightful quality—impossible to duplicate.

Guaranteed by

The American Tobacco Co.

TUES. JUNE 13

AFTERNOON TRIP TO WINONA

Woman's Union Congregational Church

Leaves La Crosse 1:00 P. M., City Time.

Returns to La Crosse 7:00 P. M., City Time.

TICKETS, 50c

MOONLIGHT AUSPICES

K. of C.

Leaves La Crosse 8:30 P. M., City Time.

TICKETS, 75c

Washington

K of C

MOONLIGHT EXCURSION

STEAMER WASHINGTON

TUESDAY, JUNE 13th 8:30 P. M.

Adults, 75c; Children, 50c.

during the next twelve months. Among the speakers scheduled for Monday's sessions are Charles H. Mackintosh president of the A. A. C.

of W. Bertrand L. Chapman, New York World, and Dr. W. W. Charters, Carnegie Institute of Technology, and other men of prominence.

CASINO COOPER'S

Continuous 1 to 11 P. M. Prices 10c and 20c—Plus tax.

H.B. WARNER

—IN—

"THE SHEIK OF ARABY"

With thrills, love, romance. Oh Boy, what a picture it is.

AND TRAVELOGUE

WEDNESDAY AND THURSDAY

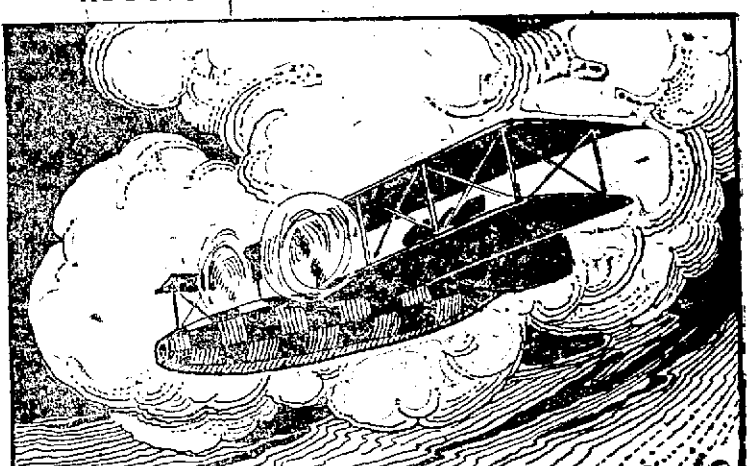
EUGENE O'BRIEN in

"CHANNING OF THE NORTHWEST"

RIVIERA COOPER'S

TODAY and TOMORROW

AT POPULAR PRICES—10c and 30c—Plus tax.



SHIPWRECK SCENES

that make your heart beat faster

A SEAPLANE and SEA SLED

race that is easily one of the biggest

thrills ever presented on the screen

LEWIS J. SELZNICK presents

"REPORTED MISSING"

STARRING

OWEN MOORE

the Photoplay Novelty of the Age

AND THE

WINTER GARDEN FOLLIES

DANCING---SINGING

FUNNY COMEDIANS

It's a Grand Show



THE LA CROSSE TRIBUNE AND LEADER-PRESS

A NEWSPAPER FOR THE PEOPLE.

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rives at wrong conclusions oftener than the slow thinker. The fast thinker usually is a surface thinker. A large part of humanity's time is devoted to correcting the errors of judgment on the part of the "snap judgment" boys who glanced, instead of looking thoroughly, before leaping. After all, what is intelligence? A hard question to answer, regardless of the expert who thinks that "everybody's out of step but me."

Departing Gloom

SINCE prices began to tumble in May, 1920, nearly 2,000,000 business organizations have weathered the storm without sinking. In two years of very severe depression, only one business in each 53 has failed. In a flash this illustrates the great underlying strength of our business organization, the Gibraltar that cannot be toppled by any storm. As usual, of course, attention centers on the ships that sink. Ships that weather the storm are ignored. Thus the financial ocean, like the Seven Seas, gets a worse reputation than it really deserves.

In May, only 1960 failures. Many will snort and wonder why the "only." If they turn back four months they find 2723 failures in January. Steadily the storm subsides. Observing this, young blood desires to put to sea—to try its hand. So, in May, 954 new companies were incorporated in the principal states, with capital of \$100,000 or more apiece. Thousands of smaller ones also ventured forth. They are the rowboats.

How much did they fail for? That is the important question. Failures, during the depression that is now nearing its end, have had total liabilities or debts at a rate of about \$600,000,000 a year. Assets have averaged enough to pay about 50 cents on \$1. The total or net loss, due to failures, has been running around \$300,000,000 a year—or about \$3 a year for each American. That, after all, is not such a big price to pay for getting out of the woods.

Shortage

EUROPE is growing less food. Its area of winter wheat for the 1921-1922 season is 1,399,000 acres less than last year; in eight countries so far reported. This is the word, to our Department of Agriculture, from its agents. Such an item tells you more about European conditions than a good many columns of cabled political events. So goes the food supply, so goes everything.

These talking movies never will succeed. You won't be able to hear them for the audience.

"Russia must have something concrete," says Tchitcherine. Maybe it's Russian heads.

It's a toss-up whether women got more with tears or rolling pins.

Our cook is so hard boiled that even the kettle sings base.

In Ye Olden Times

TEN YEARS AGO TODAY

Rev. D. R. Leonard of Charleston, Ill., will arrive in the city this week to take up his work as pastor of the Tabernacle Baptist church. He will preach his first sermon next Sunday.

William C. Packler, 1407 Loomis street, and Miss Meta Will, 303 California street, were married in St. Paul last week and returned to La Crosse today to reside. Mr. Packler is employed by the Adams Express company.

Miss Mary Alice Smith, librarian at the public library, left last night for Northampton, Mass., where she will attend the reunion of her class at Smith College of which she is a graduate.

A total of one hundred and nine students will receive the coveted sheep skins at the La Crosse State Normal June 26. Forty-one local students are in the class.

Joseph Leonard is in Milwaukee attending the grand lodge of the Wisconsin Mystic Workers.

TWENTY YEARS AGO TODAY

Swan Westness and Otto Gilbertson left last night on the Burlington for New York where they will sail for Norway to visit their old homes.

Commencement exercises of the Bangor high school will be held this evening at Meyer's hall for which an elaborate program has been arranged. In the class are the following: Mary Morris, Katie Fritz, Hulda Rosshard, Jennie Jones, Ada Seale, Belle Richardson, Mollie Matheson and Lucy Campbell.

The Normanna Sangecker will give its annual excursion next Sunday to Presbach. The heater and barge have been chartered for the occasion.

Miss Ruth Blackburn of La Crosse is one of the members of this year's graduating class at Beloit college.

The Listman Mill company has purchased from Joseph Roschert a strip of land thirty feet wide and extending from Front street to the river. It will erect a number of coal sheds on the property. The consideration was \$1,700.

F. W. Sisson, R. A. Thompson, R. H. Worth, John Denger and C. H. Chamberlain leave this morning for Madison to attend the meeting of the grand council of the U. C. T. They will make an effort to secure the next convention for La Crosse.

THIRTY YEARS AGO TODAY

At the recent meeting of the State Board of Pharmacy at West Superior, licentiate certificates were granted to Charles E. Koenig and J. J. Davis of La Crosse.

The La Crosse members of the Schutzenverein who participated in the shooting contest at the Duquesne Schutzenfest made good scores and some won prizes. John Kusch, R. Brethauer, C. B. Bartlett, R. A. Herold, Raymond Tausche, J. Brethauer, S. E. Dausser, A. J. Vanderson and A. J. Roth were the prize winners.

W. F. Baerman of Rushford, Minn., has accepted a position with the John C. Burns Fruit House.

Articles have been filed at the office of the registrar of deeds incorporating the Norwegian Evangelical church of Burns Valley. Ole E. Johnson, Ole Peterson and John Plata are the incorporators.

The real estate office on George street formerly used as a branch office by E. B. McGill, has been reopened by H. P. McGill and Burke. It will be in charge of A. Magnusson.

The Wishing Ring OUT OUR WAY

(By LILY WANDEL)

"Oh, Mack, I simply refuse to be bored by its history! Tell it to Uncle Paul, who shuts himself in the stuffy old library and thinks I should be happy in this old, lonesome country place!"

"Here, hold out your thumb! There, isn't it a gem? I got it in one of the old temples of Rajputana and it is supposed to have the most amazing power. The saying is that a chaste maiden need only turn the ring three times around her finger and wish for the man of her dreams and he will appear."

"Mack O'Dale! You perfectly silly man!" but her eyes flamed with interest. "You surely have been in India too long. We have a new maid, a sentimental thing. Let her test the ring!"

"Be sure to tell her to close her eyes when she makes the wish," warned Mack gravely. "Good-by. I'll see you at dinner, Arline."

Bottomless mysteries and impregnable secrets were linked in the charms of India. Arline had heard told. Had someone old Mack O'Dale captured something in that land of mysticism that had escaped the victims of the occult? She had not been so genuinely excited, for years.

"I wonder," she mused. "If this would be a good place to try it, right here on the lawn with not a soul in sight." Very great was her desire for her wish to come true, but subconsciously she had no faith in the power of the ring.

She closed her eyes and, wishing for the ideal man, turned the ring quickly three times around her little thumb, and then, half afraid, opened her eyes. Before her lay the green lawn, the flowering bushes, a bit of the country turpentine, and the path leading to the house—and not a soul in sight. She laughed, the bitter mirth of disappointment, tinged with real anger toward Mack when, without the slightest warning, a young man strode around the side of the house, a stranger, tall, brown and handsome, a modern Adonis.

Arline gasped, her heart pounding. He came directly toward her with a decisive military stride, his chin tilted imperiously and smoldering black eyes. She had not had a definite picture of the man of her dreams, but now she knew that not even in her fondest fancy she could improve on this man. He had come!

"I beg your pardon?" spoke the Adonis as soon as he came near enough. "Am I intruding?"

"I have been expecting you," answered Arline softly.

"What? That's remarkable—you see, I was trying out my brakes and something made me stop right here and—"

Arline came closer; she felt justified in doing so. "It is quite unexplainable, I know. I used to ridicule these things—the unseen, you know."

He smiled the most wonderful smile. "I believe I stalled the engine, but imagine my surprise when I looked up and saw this house—I was born here!"

"Wonderful!" breathed Arline, clasping her hands tightly together to relieve herself of the tremendous emotion that filled her.

"I know it," agreed the young man with enthusiasm. "I just had to get out—I wanted to ask permission to go over the place. I wonder—"

Arline shyly put her fingers on his forehead. "Let us show you everything—come!" It was almost a caress.

"Will you? That's mighty good of you, but just wait a moment." Arline looked up inquiringly, hardly able to keep her lips from pursing invitingly. "I'll just skip back to the car," declared the young man genially, "and get my wife, she'd love to see it too."

Arline's fingers fell away as if she had been burnt. She managed to mumble something appropriate, and then fled. Almost panic-stricken she ran in through the garden into the orchard, and closed the hedge that separated the grounds from the public road she flung herself and burst into angry sobs.

In a couple of minutes she sat up, wiped her tears away and smiled.

"It was just accidental, his coming. Mack's foolish old ring is not worth wearing, but—"

"He said with a giggle, 'I'll try it again just for fun, just to prove that it is a fake!' And straightway she closed her eyes, wished and turned the ring three times."

"She opened them and looked into the mirrored face of blue eyes she had never seen. They belonged to somebody on the other side of the hedge."

"Hello there," said the owner of the merry eyes, who also had a jolly voice. "I've been looking for somebody to talk to—are you the goose girl or the millmaid?"

"No," answered Arline, solemnly. "I'm tending the apple trees—here's my switch to chase naughty boys away from bothering them."

"Oh, I'm not interested in trees!" he laughed, "but couldn't you leave them a few moments and come for a ride?"

She jumped up, her eyes aflame, ready for romance and adventure.

"Come on, hurry!" begged the young man, "just a spin while the boss and his wife are looking over this place!"

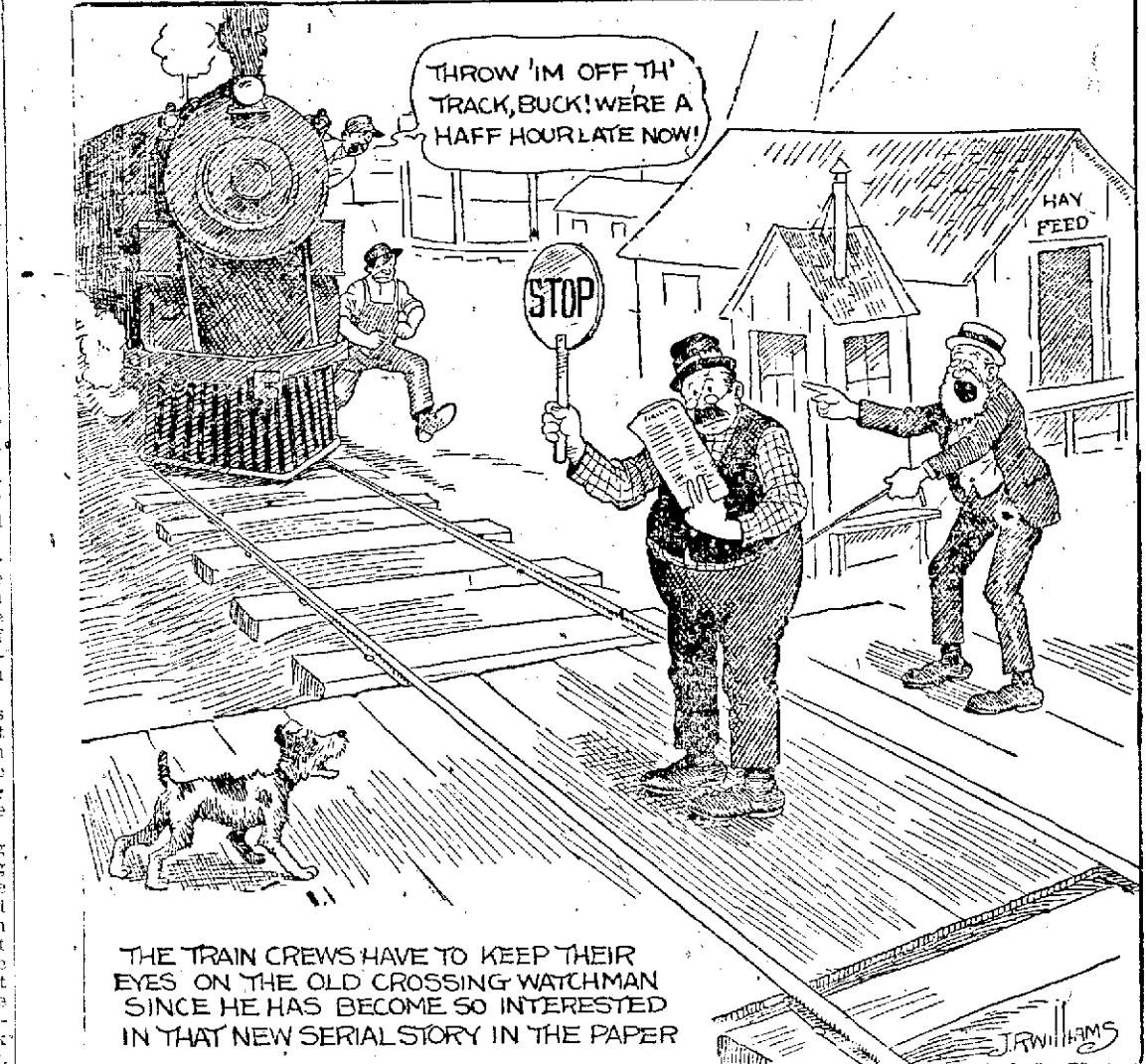
Arline's mouth dropped ever so slightly as she turned abruptly away. It was humiliating to have almost fallen in love with a chauffeur!

In the darkened drawing room she cried out her rage and mortification on the davenport. Something pressed continually against her hot cheek. She took her hands away from her face: it was the thumb ring.

The cruellest kind of a joke! She whispered, "when I'm finished for romance! Huh! Humbug! Fraud!" Then a gleam of decision came in her eyes. "I'll show you up, you old, fat, fat ring!"

"I'll try you out here, right in the house—nothing short of absolute magic will make a man appear. Uncle a week and Mack is in the village. Now!" ready for the crucial test. "This will end it, this paragar stuff!" She twisted the ring

OUT OUR WAY



with closed eyes, wishing, waited a moment and looked. Nobody appeared, absolute silence reigned.

She smiled, relieved, but disappointed. Then, crack, crack, crack! Terrified she waited, her eyes fixed on the door. Slowly it opened and there stood—Mack!

Arline did not know how it happened, but she was in his arms warmly, cuddled against his rough coat. "I did not go to the village anyway," he explained. "I was afraid that you might try out the ring and—"

"I did," she laughed happily, contentedly. "And you are the result!"

"The ring brought us happiness," suggested Arline. "Shall it be your engagement ring?"

Arline smiled. "I do not care for the mystic, an ordinary diamond will do."

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Holograph Hunting a Risky Pursuit
A. W. Ewing, the well-known English authority on Burns, has announced that the supposed manuscripts of the poet found at Dunfermline are not genuine. This conveys a serious warning to all who would engage in the risky pursuit of holograph hunting.

Fifty years ago a famous French mathematician was induced to pay 110,000 francs for a collection of manuscripts, including a private letter from Alexander the Great to Julius Caesar, and other treasures, all written in French.

BERTON BRALEY'S DAILY POEM

CONFIDENCE
BY BERTON BRALEY
Whatever you want in the game of life
You've got to get out and try for it
You never will win from the stress
And strife

The thing that you really wish for
You've got to believe that it's bound to come
You've got to believe, beset it
For being doubtful and looking glum
Would help you a bit to get it

Unless you think that your heart's desire
Is something that's rightly due
You can't expect and you can't
aspire
To have the thing handed to you;
If you don't believe your success is
worth

The energy to achieve it
Who else, I ask you, in all the earth,
Are you hoping to have believe it?

You need a spirit that naught can
daunt
Whatever the task that's set it
You've got to believe in the thing
You want
And fight like the devil to get it
(Copyright, 1922, NEA Service.)

Abe Martin

FOLLER RE-THIDE
Some stranger asked Mrs. Tawney Apple if she took a ride last evening, but she felt too tired to walk. "No," she said, "I was as sore as lupin at a wedding present for somebody and then reading in a week or two that their askin' for a divorce," said Tell Binkley, today.

WISCONSIN AT WASHINGTON

By Betty Pruett Farrington

WASHINGTON, D. C., Wiscon- something to say on the question of procedure—whether the Tariff Bill will be laid aside to consider the Bonus bill or not.

The Army Appropriation Bill passed without much noise. Mr. Lenroot supporting the measure and Mr. La Follette opposing it. The division came on the size of the Army. Mr. Lenroot supported an army of 133,000 men while Mr. La Follette opposed it. The former was a member of the sub-committee that considered the bill.

Mr. Lenroot's warning to coal operators and miners to get together within thirty days or face the prospect of government seizure of the mines attracted more than usual attention for two reasons. First of all, Mr. Lenroot is generally known to be a friend of Mr. Hoover, who has a lot to do with the coal strike, and second, he is regarded as one of the Administration's leaders.

His speech was by way of a statement of what he would do. He said the people of Wisconsin and the Northwest can't wait until September 1 or October 1 for a settlement of the coal mines. If he were running things, he said, he would give the operators and miners thirty days notice to settle their disputes or have the government step in and run enough mines to keep the people from freezing.

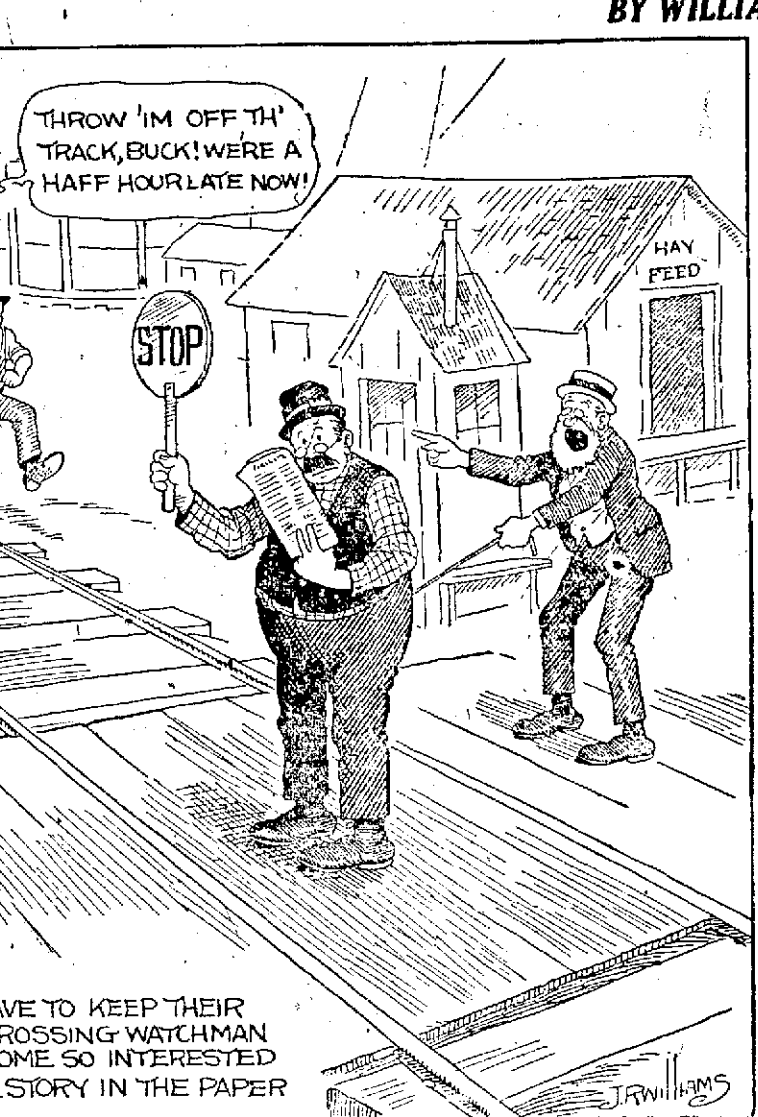
When Gifford Pinchot received the Republican nomination for Governor of Pennsylvania, Mr. Lenroot chuckled, expressing his pleasure on all available occasions. Now Mr. La Follette smiles in glee over the victory of Colonel Brookhart in Iowa. He sympathized with Brookhart and his friend, Dame Pierce the farm Journal publisher, supported the same man. The people here have already labeled Brookhart a "LaFollette progressive."

As for investigations, the senior Senator is directly mixed up in two of them—both on oil. He got both of them. The first has to do with the lease of the Teapot Dome naval oil reserve in Wyoming on which President Harding has just submitted Secretary Fall's report. That is in the hands of the Public Lands committee. The other, a probe of gasoline prices, is right in Mr. La Follette's hands in the Committee on Manufactures of which he is chairman.

The House is very quiet and most of the Wisconsin delegation is still away. Representative A. P. Nelson, of Grand Rapids, came back Monday and aside from reporting two routine bills from the Accounts committee, has confined his activity to the usual round of things. Others who are away are not expected back for a month anyway when the Tariff and Bonus bills are back in the House and out of conference.

Herman L. Eken, the LaFollette candidate for Attorney General in Wisconsin, was down here on personal business. He saw the senior Senator.

Mr. Lenroot has accepted an invitation to attend the graduating exercises of the University of Nebraska at Newark next week. The trip probably will absent him from Washington the better part of a day.



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EAU CLAIRE TODAY WELCOMES G. A. R. FOR YEARLY MEET

Civil War Soldiers of State and Allied Organizations Gather for Convention

EAU CLAIRE, Wis.—Eau Claire is decked out in red, white and blue in honor of the venerable veterans of the Civil War who are arriving here for their annual state encampment of the G. A. R. which opens officially late Monday.

The encampment will be in session for three days, closing Wednesday night. Four other conventions will be held here simultaneously with the G. A. R. They are: The Daughters of the G. A. R.; the Ladies of the G. A. R.; the Women's Relief Corps and the A. R. U. who went into session today, all the others being scheduled to begin their work this afternoon.

The G. A. R. sessions will be held at the city Auditorium, the sons of Veterans at Elks club, the Daughters of the G. A. R. at Odd Fellows' hall, the Ladies of the G. A. R. at the First M. E. church and the Women's Relief Corps at the Presbyterian church. Convention headquarters of the G. A. R. were opened this morning at the Eau Claire and the Council of Administration also went into session remaining in session all afternoon. Joint sessions of all the convention bodies will be held every evening.

WINONA-LA CROSSE ELKS OUTING WILL BE IN DAKOTA PARK

The big joint outing of the La Crosse and Winona lodges of Elks will be held in Dakota park next Sunday, according to revised plans announced by the two lodges today. It had been planned originally to hold the picnic in Galesville.

La Crosse committee met the Winona committee at Dakota park this morning and from citizens of Dakota received assurance of most hospitable treatment next Sunday. La Crosse and Winona Elks and their families and friends will journey to the Dakota park in cars next Sunday morning and spend the entire day there. A baseball game between the two lodges will feature the afternoon outing.

SIDELIGHTS ON THE CONVENTION

About 25 Luther College Alumni gathered at the Standard Hotel for an informal get together dinner Saturday evening at six o'clock. Only a fraction of the total number of Luther League Convention, (final figures.)

Delegates by States:

Minnesota 219, Wisconsin 191, Iowa 118, Illinois 57, South Dakota 39, North Dakota 31, Nebraska 2, Texas 3, California 2, Colorado 2, Montana 2, District of Columbia 1, Michigan 1, New Hampshire 1, Total 703, 14 states represented.

Visitors by States:

Wisconsin 170, Minnesota 110, Illinois 79, Iowa 61, South Dakota 17, North Dakota 13, New York 1, Texas 1, New Hampshire 1, Total 486, 9 states represented.

Pastors by States:

Minnesota 33, Wisconsin 22, Iowa 16, South Dakota 7, North Dakota 6, Illinois 3, Nebraska 2, Washington 2, California 1, Oregon 1, Idaho 1, New Hampshire 1, Ohio 1, Total 102, 13 states represented.

Pastors from Foreign Countries:

Canada 1, Norway 1, China 1, Total 3.

Grand total of Pastors, 105.

Qualified Voters:

Delegates 703, Pastors 105, Total 808.

Total Registration:

Delegates 703, Pastors 105, Visitors 486, Total 1294.

Many of the delegates and visitors to the convention in La Crosse are planning to attend the national convention of the Norwegian Lutheran church of America which will be held in Minneapolis beginning Thursday.

Miss Holga Andersen, dramatic art teacher of Chicago, attended the convention as a member of the Bethel Choir. During her stay here she was a guest at the home of Dr. Gunderson.

55 ATTEND FREE CHEST CLINIC AT MORNING SESSION

Free Examinations for Tuberculosis Symptoms, Today, Tuesday and Wednesday

Fifty-five persons registered and were examined at the free chest clinic which opened in the court house Monday morning. The clinics are free and will last three days, Monday, Tuesday and Wednesday. They are given under the auspices of the Wisconsin Anti-Tuberculosis association.

"Early registration at the chest clinic is desired," said Miss Dorothy Durbin, organizer for the Anti-Tuberculosis association, who has been assisting local workers for two days in preparing for the clinic. "At every clinic held this year and at previous clinics here, it has been necessary to turn away persons. I wish to emphasize the importance of contact cases and those for whom examination is especially vital reaching the clinic early in order that there will not be so many ahead of them that they will have to be turned away."

"The clinic examinations will start at 9 a. m. but registration can be made at 8:30 a. m. Clinic hours will be from 9 a. m. to 5 p. m. All examinations are entirely free, the clinic being financed by funds raised through the sale of Christmas seals."

Most of the cases examined Monday morning were healed lesions or those who have had tuberculosis and have been healed and who come to the clinic to make sure they have no return of the disease. Two cases which were listed as suspicious last year were examined Monday and were found to be in fine condition or quiescent. One little child was examined and was found to be a suspicious case. The parents were instructed on the care for the youngster so that it would not be necessary to have the child sent to a sanatorium.

The physicians in charge of the examinations are: Dr. Frank L. Jennings, Glen Lake Sanatorium, Hopkins, Minn.; Dr. T. L. Harrington, Milwaukee, Wisconsin Anti-Tuberculosis association; Dr. F. P. Dolan, Mulford Sanatorium, Milwaukee, and Dr. J. F. Robinson of Eau Claire.

Nurses and civilian assistants at the clinic Monday are: recorders in the morning, Gertrude Sisson, Harriet Ray, Anna Pohlman and Mrs. Arthur Schwalbe; afternoon, Florence Shuman, Gertrude Sisson, Charlotte Emery, Mrs. Stanley Gordon and Miss Riebs of Onalaska.

Nurses: Adeline Luberg, Lutheran hospital, Margaret Gausch, Anna Schmalenberg, Elizabeth Pollinger of St. Francis hospital; Louise Arenz, Grandview hospital; Mrs. Ray Sorenson, Mrs. Frank Nussbaumer, Alma Reget, City Nurse Myra Kimball and County Nurse Mary A. Regan.

PREUS MAKES PLEA TO ADOPT ENGLISH IN LUTHER CHURCH

(Continued from page one)

sources lying within the Mississippi valley would control the destinies of the world. If that is so, said Governor Preus, then we who live in that valley must take the leadership in the work for world peace.

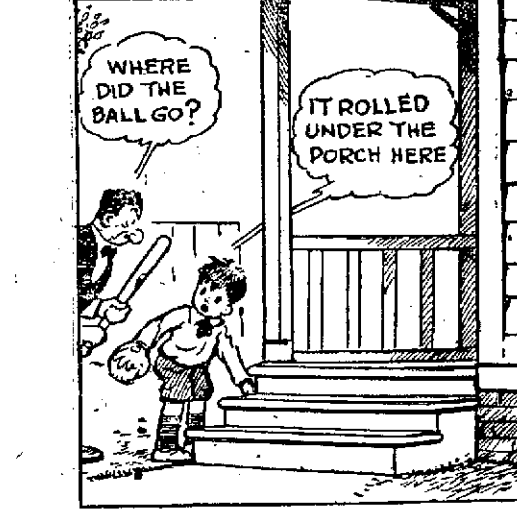
Governor Nestos Talks

The address of Governor R. A. Nestos follows in part:

"The convention theme is 'The Life Worth While' and during the convention this theme has been discussed from the standpoint of what it is, how it is obtained and sustained, what it costs, and what it brings, and I believe that I am safe in assuming that every person who has been present during the deliberations of this convention is convinced today that the Christian life is the only life worth while."

"Viewing this question from the standpoint of the state government, and in the light of the experience of

THE DUFFS



FRECKLES

WATCH YOUR STEP



THE WOES OF TAG

BY ALLMAN



BY BLOSSER

INTERCHANGE OF THOUGHT AIM OF AD CONVENTION

MILWAUKEE, Wis.—Practical interchange of thought was set forth as "the spirit of the convention" by Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World in an address which formally opened the business sessions of the advertising convention here Saturday.

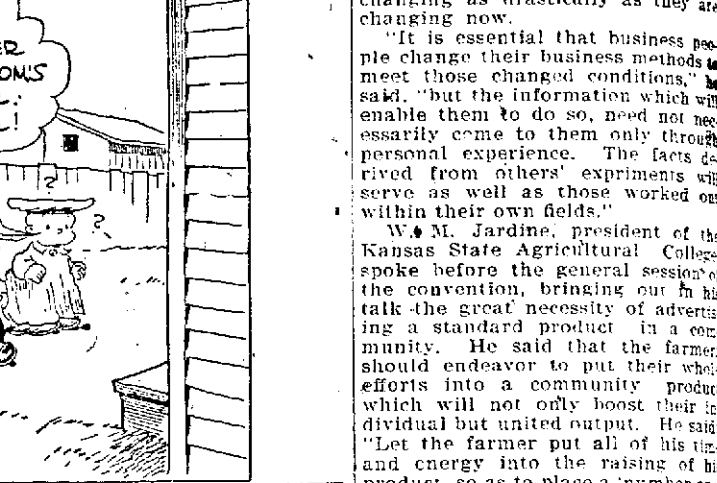
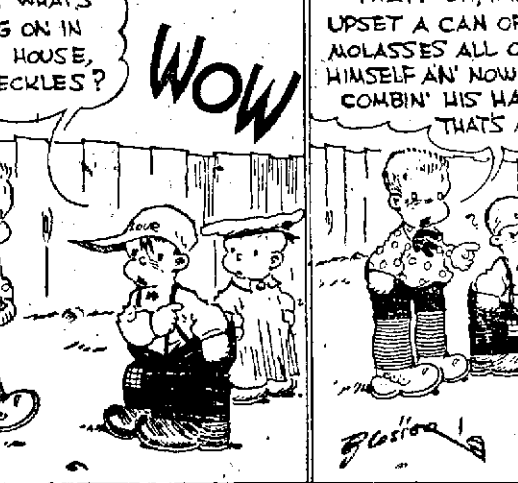
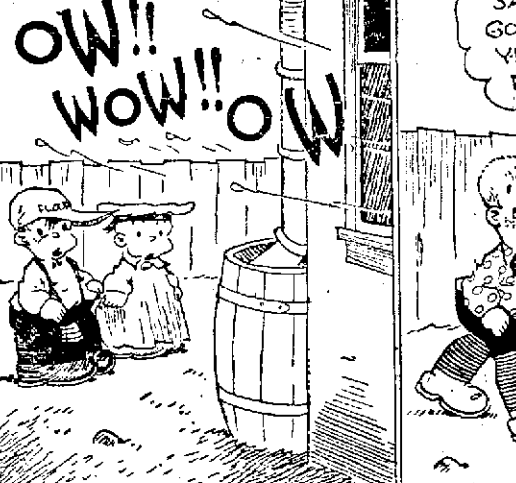
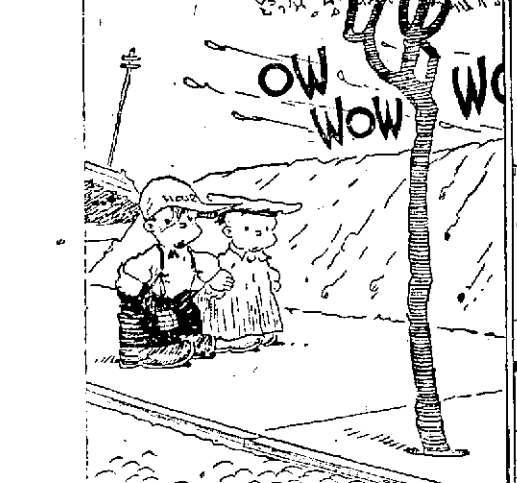
President Mackintosh said that the men and women are attending the convention because they believed that they would find here, in condensed form, the information they must have with which to meet the changed conditions of modern merchandising. He said that such information essential to those who are to survive the new order of things, can come only as the direct result of experience. The president stated that theories are too costly and too wasteful of time when conditions are changing as drastically as they are changing now.

"It is essential that business people change their business methods to meet those changed conditions," he said, "but the information which will enable them to do so, need not necessarily come to them only through personal experience. The facts derived from others' experience will serve as well as those worked out within their own fields."

W. M. Jardine, president of the Kansas State Agricultural College, spoke before the general session of the convention, bringing out in his talk the standard necessity of advertising a standard product in a community. He said that the farmer should endeavor to put their whole efforts into a community product which will not only boost their individual but united output. He said: "Let the farmer put all of his time and energy into the raising of his product, so as to place a 'number one' article on the market and let the business men of that community do the advertising for him."

Speaking on "Industry and the Public," James A. Emory, counsel, National Association of Manufacturers of the United States, Washington, D. C., said that specialists who know all about one thing are sometimes threatened with a loss of that sympathetic understanding that comes from knowing something about everything. Advertising men, he added, are the interpreters of the vast practical activities of life.

One of the big features of the convention is the great interest and the number of women who are taking part and attending the different sessions. Through all of today's meetings there could be seen hundreds of women sprinkled throughout the convention halls. A number of sessions will be held by women delegates.



55 ATTEND FREE CHEST CLINIC AT MORNING SESSION

Free Examinations for Tuberculosis Symptoms, Today, Tuesday and Wednesday

Fifty-five persons registered and were examined at the free chest clinic which opened in the court house Monday morning. The clinics are free and will last three days, Monday, Tuesday and Wednesday. They are given under the auspices of the Wisconsin Anti-Tuberculosis association.

"Early registration at the chest clinic is desired," said Miss Dorothy Durbin, organizer for the Anti-Tuberculosis association, who has been assisting local workers for two days in preparing for the clinic. "At every clinic held this year and at previous clinics here, it has been necessary to turn away persons. I wish to emphasize the importance of contact cases and those for whom examination is especially vital reaching the clinic early in order that there will not be so many ahead of them that they will have to be turned away."

"The clinic examinations will start at 9 a. m. but registration can be made at 8:30 a. m. Clinic hours will be from 9 a. m. to 5 p. m. All examinations are entirely free, the clinic being financed by funds raised through the sale of Christmas seals."

Most of the cases examined Monday morning were healed lesions or those who have had tuberculosis and have been healed and who come to the clinic to make sure they have no return of the disease. Two cases which were listed as suspicious last year were examined Monday and were found to be in fine condition or quiescent. One little child was examined and was found to be a suspicious case. The parents were instructed on the care for the youngster so that it would not be necessary to have the child sent to a sanatorium.

The physicians in charge of the examinations are: Dr. Frank L. Jennings, Glen Lake Sanatorium, Hopkins, Minn.; Dr. T. L. Harrington, Milwaukee, Wisconsin Anti-Tuberculosis association; Dr. F. P. Dolan, Mulford Sanatorium, Milwaukee, and Dr. J. F. Robinson of Eau Claire.

Nurses and civilian assistants at the clinic Monday are: recorders in the morning, Gertrude Sisson, Harriet Ray, Anna Pohlman and Mrs. Arthur Schwalbe; afternoon, Florence Shuman, Gertrude Sisson, Charlotte Emery, Mrs. Stanley Gordon and Miss Riebs of Onalaska.

Nurses: Adeline Luberg, Lutheran hospital, Margaret Gausch, Anna Schmalenberg, Elizabeth Pollinger of St. Francis hospital; Louise Arenz, Grandview hospital; Mrs. Ray Sorenson, Mrs. Frank Nussbaumer, Alma Reget, City Nurse Myra Kimball and County Nurse Mary A. Regan.

For World Brotherhood

"In extending to you this afternoon the greetings of the state of Wisconsin, I know of no worthier cause to promote here than a larger world brotherhood. There is no more important mission that the church can undertake than the outlawry of war. No human event has so shaken the very foundation of civilization as the late world war. It seemed that it was the God of battle and not the God of our mothers and fathers that we were taught to worship. That ruled the world throughout these four years of bloody and destructive conflict. It seemed that the millions of the best blood of civilization gave up their lives to the God of battle and millions more of men, women and children died from starvation and privation. Millions of property was destroyed. Governments fell and the world brought near utter chaos from which we have not yet recovered. When America went into that war it went in under the inspiring slogan and the war cry that our boys were going out to end that war. That promise was made by 'everyone in governmental positions, from every platform, and on every occasion. Every life that was sacrificed, every wound that was made, every denial of the friends at home was made in the holy cause of world peace. If that cause is now betrayed the spirit of our loved manhood will burn us up to the end of civilization and civilization will end if the world must again face a world war that will be more bitter and more destructive than the late war. Modern inventions, scientists and added ingenuity will provide more deadly instruments of death and destruction, more deadly gas, more bombing planes and more submarines."

Need Christian Men

"Not only that, but one feels keenly that if in the management of the institutions that prepare our men and women for life and citizenship, there is shown respect and admiration for the principles that make life really worth while, that the education received and the training imparted will be of infinitely greater value both to the individual receiving the same and to the community and the commonwealth, than would any training where these principles were either neglected, or, as is frequently the case, ridiculed or opposed."

"During the short time I have been in office, more than 200 applications for pardon have been made by men confined in the state penitentiary, and when you hear the story of these men, and you discover how frequently in spite of wealthy parents, good education, and great opportunities, these men have strayed away from the path of decency and obedience to law, largely because of the fact that they have failed to conform their conduct to the great principles of the Christian life, you are still more impressed with the fact that Christian training is essential and the life in Christ is truly worth while."

"So often also one meets with the spurious article; the men of loud professions and of little deeds; the men who proclaim the ideals and yet fail to live in conformity with them. Well do I remember the man who came to speak in our section of the state on the subject of purity, highly recommended by a number of leading clergymen, and yet proved shortly afterward to be a man absolutely lacking in moral principle, and a pervert in thought and action."

"From the standpoint of its value in meeting and solving the problems of ordinary life, I am convinced that the ideals of the Christian life are needed in all the affairs of our business, professional and political life, and that the welfare of the state demands a continually increasing number of men and women, who shall both profess those ideals and live the life worth while."

Power of Women

"My friends, there are two influences that will make that betrayal of our boys impossible. Remember that there are over one hundred million women in thirty of the leading countries of the world possessing the power of the ballot today and through that power they, single handed, can bring into the world universal peace and prevent the wholesale destruction of their own boys."

"More than that, there is another influence. The Christian churches have millions who claim and have allegiance to the doctrines of the holy Nazarene who, 2,000 years ago, preached peace on earth, good will to men. The highest mission of the church today is to make good the commandment of our Saviour. My friends, in this broad spirit, this desire for a larger world brotherhood that will bring about universal peace, I welcome you and bid you God-speed in your mission. You have a work to perform in the world. That work you can best perform by adhering to the fundamentals of him who died for us upon the cross. In that spirit, I welcome you here today and greet you and wish for your happiness and the continued prosperity and success of your institution."

CLOSING DAY OF LUTHER MEETING IS IMPRESSIVE

(Continued from page one)

gave the closing address of the convention. The general theme, "The Life Worth While" was dwelt upon by the speaker. Choosing as his text Romans 12:1, 2, the speaker emphasized that the only life worth while is the consecrated life, the surrendered life.

"Christ demands a sacrifice from the Christian. No longer can we offer the sacrifices of the Old Testament. They were but types and shadows of greater things to come. St. Paul calls for the presentation of our lives, our bodies, as a living sacrifice. We are to live day by day the life for Christ. 'Take my life and let it be consecrated, Lord, to Thee.' Christian youth

A Willing Sacrifice

"This life must be freely given voluntarily, a willing sacrifice. We must present ourselves, not forced by public opinion nor other circumstances, but knowing no other compelling power than 'that the love of Christ constraineth me.' As surely as the sacrifices of old were holy, so the life worth while must be a holy life. In baptism the Christian is set apart and dedicated to God. Thought, life and heart life are marked by the cross. We are a peculiar people bought with a great price. Such a life will be acceptable to our Lord as a thank-offering to Him, not meriting grace nor salvation, but expressing the Christian's love and gratitude for the mercies of God. The secret of such a surrendered life is the transforming power of the Word of God. 'By the renewing of your mind,' says the Apostle, 'you may prove what is the acceptable will of God.' The constant sinking of the mind and heart into the depth of God's word will give strength from day to day to live such a life. Transformed, changed, so that even the world may realize that we have been with Christ. The youth that forgets to seek strength and inspiration and power from the Word of God cannot live this life."

FIFTY LIVES REPORTED LOST IN STORM

(Continued from page one)

The boiling heat in New York. The list being compiled at the notice bureau of missing persons grew slowly, but in general it grew steadily.

By noon fourteen persons had been listed there as missing. Police said many others probably were missing who had not been reported.

Many Boats Missing

Boatmen at City Island said there were 46 small boats as yet unaccounted for. Occupants of many of these undoubtedly were saved by United States coast guards and by members of yacht clubs about the island who put out as soon as the terrific blow had subsided. But the police believe many more were lost. There were at least 250 small boats and canoes on the island when the storm struck.

The Hudson and Harlem rivers claimed their toll of canoe and small boat victims also, while six persons were killed by falling trees.

LASTS BUT 15 MINUTES

All the damage was wrought in less than a quarter of an hour. The New York weather bureau reports the storm lasted officially but five minutes. It was described as "a severe thunder squall" during which the wind averaged 72 miles an hour. There was a brief period when the wind velocity touched 135 miles an hour and it was at this point, it is believed, that most of the damage was done.

NEW PUMPER TO BE GIVEN UNDERWRITER'S TEST HERE TUESDAY

The new pumper purchased for the local fire department will be given the underwriter's test by an engineer from the rating bureau of Milwaukee at Riverside park beginning at 9 o'clock Tuesday morning, according to an announcement made Monday. The public is invited to witness the test which will continue over a period of three hours.

The test will consist of a two-hour capacity test and an hour's pressure test.

DAISY HAT SHOP CHANGES HANDS

Miss Margaret Brandenburg and Mrs. Maud Taylor, both well-known local milliners, have purchased the Daisy Hat Shop, 537 1/2 Main street, from Mrs. Daisy McDonough, having already taken possession. They will operate the shop in the future under the firm name of Brandenburg & Taylor. Miss Brandenburg is a milliner of 12 years' experience, the last six of which were in the millinery department at Doorfingers. Mrs. Taylor, formerly in the silk department at Doorfingers, has had a millinery establishment for the last six months at 329 Pearl street.

OBITUARY

JOHN J. FUREY

Mr. Furey died at the age of 48 years of heart disease. He is a resident of East St. Louis, Ill., where he was engaged at the National Stock yards as buyer of horses and mules. Mr. Furey and wife with their daughter have been making a tour in this vicinity for several years and recently arrived at La Crosse and were staying at 410 Cass street until Saturday when they went into camp on the Miller farm near the golf links, where he was suddenly stricken with heart disease and died Sunday morning.

The funeral will take place Tuesday morning from the Fessler chapel at 8:30 and to the St. Mary's church at 9 o'clock. Rev. Doctor Condon will officiate. The body will be later sent to East St. Louis where interment will be made.

The government controls the telephone service in Japan.

MEMORIAL MASS IS HELD MONDAY FOR BISHOP SCHWEBACH

Solemn high pontifical mass in honor of the memory of the first anniversary of the death of Bishop Schwebach was celebrated in the Cathedral of St. Joseph by Bishop Alexander McGivick Monday morning. The deacons of honor were Fathers Reisterer and Schomay, pastors of the mass. Fathers, Murphy and Rapoport, Monsignor Kramer was assistant priest to the bishop. The priests who were present and served on the altar were Fathers Eide of the Cathedral; Rapoport of Campbell; Eiche of Fountain City; Trederweiler of Cashon; Schomay of Sparta; Douven, Reisterer, Murphy, Hoffman and Condon of La Crosse and Monsignor Kramer of Grand Rapids. There was no sermon. A large choir also was present to sing during the mass.

WASHINGTON TAKES CHURCH UNION ON WINONA EXCURSION

All fixed up after her recent mishap near Winona, the Steamer Washington will take the first afternoon excursion to Winona from La Crosse Tuesday afternoon, when it will carry a boatload of the Women's Union of the Congregational church and their friends. The excursion is booked to leave the levee at 1 o'clock, returning from Winona to reach La Crosse at 7. In the evening the Knights of Columbus will have the vessel for a moonlight excursion.

SOO ROAD SUFFERS LOSS OF MILLION IN MONDAY BLAZE

GLADSTONE, Mich.—Fire, starting about midnight in the roundhouse of the Soo line here, destroyed the building, fifteen locomotives, passenger and freight cars and all equipment and the supply houses adjoining, causing a loss estimated at more than \$1,000,000.

The conflagration, which started from an undetermined cause, spread considerable headway before it was controlled by the fire department. Handicapped by the shortage of men who were off duty, the fire department had to rely on the volunteer firemen. The destruction of the roundhouse, which was within thirty minutes of the roundhouse, was enveloped in flames.

Of the fifteen locomotives, seven were in the passenger service. There was no interruption in train service because engines from points along the line were dispatched here. The roundhouse throws about two hundred and fifty men out of work, who had out a short time ago started work on a rail yard basis.

CARD OF THANKS

We wish to thank the friends and neighbors for the kindness and sympathy shown us during our bereavement. The death of our beloved mother, especially so we thank Rev. Gamm, the pallbearers and those who sent floral offerings.

Selma and family, Julius Nehls and family, Fred Nehls.

Venezuela's climate is the hottest in the western continent.

EASTERN WISCONSIN FLOODED BY HEAVY RAINS ON SATURDAY

Railway Tracks and Road Flooded and Train Service is Halted

GREEN BAY, Wis.—Heavy rains which halted Saturday night after a 24-hour precipitation put the Fox and East and smaller rivers at flood stage, washed out railroad and interurban tracks, highways, canal banks and bridges and held up train service.

About 600 feet of the canal bank at Little Rapids went on Saturday night. The trees which stood on the bank are now in the channel of the Fox river. Government engineers are

Both upper gates in the locks at Little Rapids were a twisted mass of ironwork Monday morning. The rushing water smashed the sluice

ways at both ends of the dam. The "Needle house" property of the government was swept away Saturday night and this morning was being held by the dam at Depere.

A bridge near Oneida was washed out and acres of land flooded by water.

swirling out of its banks Saturday night was slowly receding. Homes along the river were flooded and the river filled with debris of all descriptions. Carcasses of animals, drowned

The Fox river was receding from the peak reached Sunday.
The Main street bridge was closed

to all traffic Sunday morning when the structure became unsafe. Although pedestrians continued to use the bridge, they were warned of the danger. The draw in the bridge was

The Chicago Milwaukee and St. Paul road reported several washouts south of Green Bay. A Washout two miles west of Green Bay halted trains. The embankment of the ap-

proach to Bridge W-200, south of Green Bay washed out also. It was believed by railroad officials that the first train over this line would reach here late this afternoon, although No. 2 arrived here this morn-

ing over the Lake Shore division of the Northwestern. There were no washouts reported north of Green Bay on this line.

ported no washouts north or south of Green Bay to Appleton. However, a bridge was washed out between Appleton Junction and Neenah which was holding up trains. Passengers who were being taken off

Misused

A teacher in the fourth grade of one of the Indianapolis schools asked the pupils to use the word "totem" in a sentence.

Thomas, who was usually a little

slow on answering questions, quickly
arose and said, "I've got five books,
and I tote 'em home every evening."
—West Salem Nonpareil.

120 acres; about 45 acres improved, balance timber and pasture; good buildings, consists of frame house, barn 28x60 with a lean-to 14x60, granary, machine shed with basement, chicken house and other small buildings; well

and wind mill, two cisterns. This farm is 2 1/2 miles from Stoddard, is a Ridge farm and is in high state of cultivation. Personal property: 3 horses, 7 cows, 3 heifers, 1 bull, 1 binder, 1 tedder, 1 mower, 1 rake, good wagon, bobbed, feed cutter, gasoline engine, harrow.

ness, 1 seeder, 40 chickens, price for everything complete, \$11,000. If this farm is purchased inside of the next thirty days, crops will be included, as the family wants to sell on account of sickness. Reasonable terms given if desired.

WILLIAMS REALTY COMPANY

LEWIS REEDER, GOLDEN, WIS.
217 State Bank Bldg., La Crosse, Wis.

PH BUILDING CORP.
(Example, Chicago)

6 $\frac{1}{2}$ % Gold Bonds.

May 1, 1937. Interest payable
st and Nov. 1st in Chicago
Federal Normal Income Tax
d by the Company.

\$1000, \$500, \$100
red by an absolute closed first

owned in fee, and the building
Masonic Temple in Chicago.
t along State St. and 113 feet
and is one of the most valuable
in the city. The fair market value of

which has been appraised at
of \$7,173,532, or 220% of the

first mortgage issue on an ex-

first mortgage issue on an expiration of downtown Chicago will be made to list these bonds on the New York Stock Exchange, the bonds should

INTEREST TO NET 6½%

Trust Company

Trust Company
Main St.

DRAFT PLATFORM ON WHICH LA FOLLETTE GROUP SEEKS OFFICE

Announcement of Principles on Which Campaign Will be Conducted is Expected

DOCUMENT WILL TAKE STAND FOR DRY LAW ENFORCEMENT

Points to Record of Enforcement Made by Administration

MADISON, Wis.—By the Associated Press.—The political platform on which La Follette republican candidates will enter the Wisconsin general election primaries this fall, is expected by leaders of the faction to be completed within the next week. For some time this statement of principles, which is to present the issues of the primary campaign, has been taking shape in the office of Gov. J. J. Blaine.

When completed the platform of the La Follette group, it is thought, will be a thorough statement of the issues of the campaign as considered by this faction of the republican party in Wisconsin, and will contain the essential features stressed by both Senator La Follette and Governor Blaine in recent public addresses.

With prohibition assuming more importance as an issue of the coming contest special importance is attached to the statement of the attitude of the La Follette republicans in their platform. This will take the form of an expression reaffirming a policy of strict and impartial law enforcement, much as the platform adopted by the Citizens' republican state conference, according to statement of one of the leaders drafting the statement.

The La Follette faction is expected, in dealing with this issue, to point to the record of enforcement made by them under the Severson prohibition law.

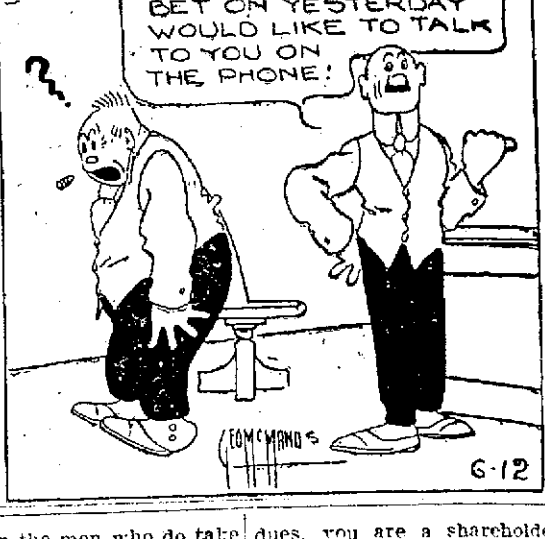
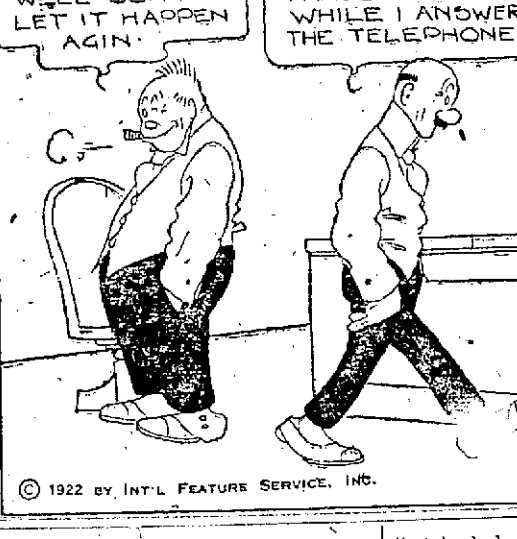
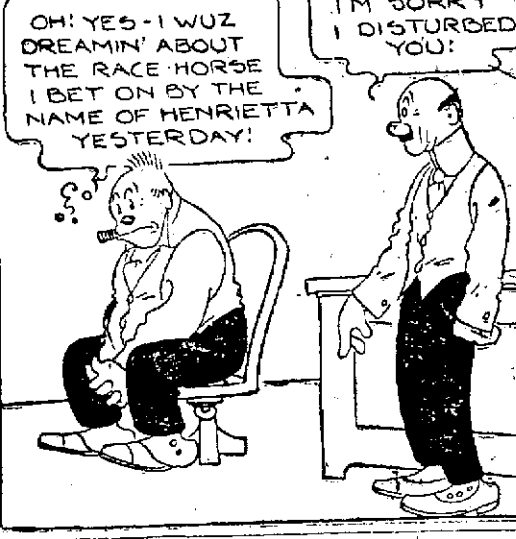
One plank of the La Follette platform will condemn the excessive use of money in primary campaigns, making special reference to the case of Senator Newberry. The Esch-Cummings law is to be attacked as an attempt by the government to subsidize the railroads of the country at the expense of all classes of workers.

Some policies of President Harding are to come in for criticism, leaders say, particularly the agreements of this country to treaties adopted by the peace conference. Expression of support to efforts of service men for adjusted compensation will be made in a separate plank.

A stand against the use of injunctions in labor disputes is to be taken, with other expressions favorable to labor.

Taxation is to form an important plank of the completed platform. Efforts of the administration to re-

BRINGING UP FATHER



cover delinquent income taxes, will be reviewed and pledge to urge revision of tax laws to place the burden of payment on those best able to bear it, with sur-tax on incomes to meet a part of the cost of university and normal school operation, will be made, it is said.

Economy of state administration is to be stressed with an outline of the accomplishments of the present executive in this regard. There is expected to be a condemnation of the Committee of Forty-Four and of many of its activities.

All La Follette republicans will subscribe to the statement of principles contained in the platform. On the issues created largely through its stand, they will enter the September primaries asking endorsement of the people of the state.

Then Dad Said!

Mr. Brown had got into the habit of lighting his cigar after dinner, puffing at it for a while, and then laying it down on the ash tray. Later he would relight it and finish his smoke. Often three or four cigars would be on the tray at once.

One day his little boy, sitting near, watched his dad light one of the small ends, and said:

"How do you like that one, dad?"

"This, my boy, is a very, very good cigar"—blowing long puffs into the air.

"I thought you'd like it, dad; I found it in the gutter outside."

Following His Lead

"Hello, Harris, back from Paris?"

"Yes—that is to say, back from Paris."

"And how is Mrs. Harree?"

"West Salem Nonpareil."

CASTORIA
For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Dr. H. H. Plummer*

ACTIVITY NEEDED IN THE CHAMBER OF COMMERCE WORK

Membership in Organization Entails Responsibility on Part of Each Shareholder

There are many members of the Chamber of Commerce who take an active interest in the organization and

who spend part of their time in the offices.

There are many others who pay their dues with regularity, and who seem to feel that by so doing, they are fulfilling all the obligations of membership. Apparently, a few of them could not tell a stranger where the Chamber officers are.

Suppose, just for an instant that every member of the chamber adopted this attitude. The organization would be run without officers, without bureaus, without committees—and incidentally, without accomplishing anything. As a matter of plain truth, it wouldn't be run at all, because there

would be nothing to justify its existence.

The La Crosse Chamber of Commerce is not faced with any such disaster. Luckily, there are enough public spirited men in La Crosse to keep the chamber sufficiently manned to function properly, and to get results. But there is always room for more.

Many Excuses

There are so many excuses which a man can invent as a bath to his conscience when he does not devote any of his time to his Chamber of Commerce, chief among them is the time worn plea: "I haven't got the time."

Particularly enough, you will always

find included in the men who do take some time to give to the work of the Chamber of Commerce some of the biggest, busiest men in town. It is impossible to say how they do it. Perhaps they attach sufficient importance to this work that when the time comes to attend the Bureau meeting or to sit in on a committee, they have arranged their own affairs so they are able to do so. Certainly, we have never to hear of a single instance when a man neglected his private business and devoted too much time to his Chamber of Commerce.

Members are Shareholders

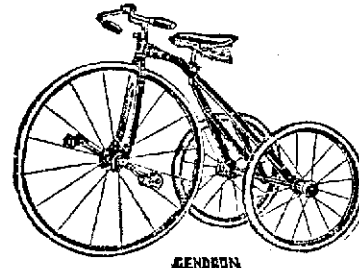
Getting right down to brass tacks, when you have paid your membership

dues, you are a shareholder in the Chamber of Commerce. It belongs to you just as much as it does to anyone else. You are just as responsible for its actions as anyone else. If it makes a mistake you are just as much to blame as anyone else, particularly if you have not taken the interest to voice a protest.

Wouldn't it be worth your while to find out if there isn't some phase of the chamber's work in which you can become actively interested? Or would you prefer to pay your dues; criticize what the other fellow is doing, and complain that you are not getting your money's worth? It's much the easiest way, but it doesn't get results.

TOYS! TOYS!

Vacation time is here. Children will want toys and they should have them. Our stock never was so complete. We list only a few here. Come in and bring the kids along and see our complete line in the basement.



VELOCIPEDES

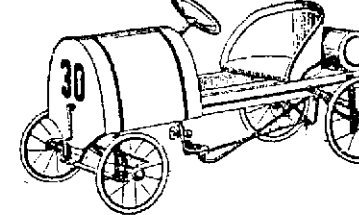
We have every size made at prices from \$25.00 down to \$3.75. Get your boy one and make him happy. We have them for girls, too.

Ask to see our special bicycle priced now **\$10.50** at



COASTER WAGONS

A delight to any boy and a useful toy as well. Your boy will spend his time usefully and probably profitably if he has one of our Coaster Wagons. All sizes and prices as low as **\$3.75**



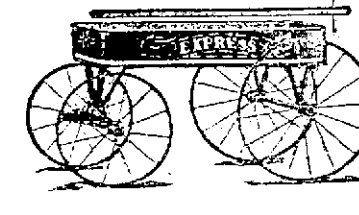
AUTOMOBILES

Your boy will be the envy of every kid in the neighborhood if he has one of our autos. Prices range from—**\$35** down to **\$6.50**



DOLL CARRIAGES

Every little girl wants a carriage. We have many styles to choose from at prices you can afford to pay.

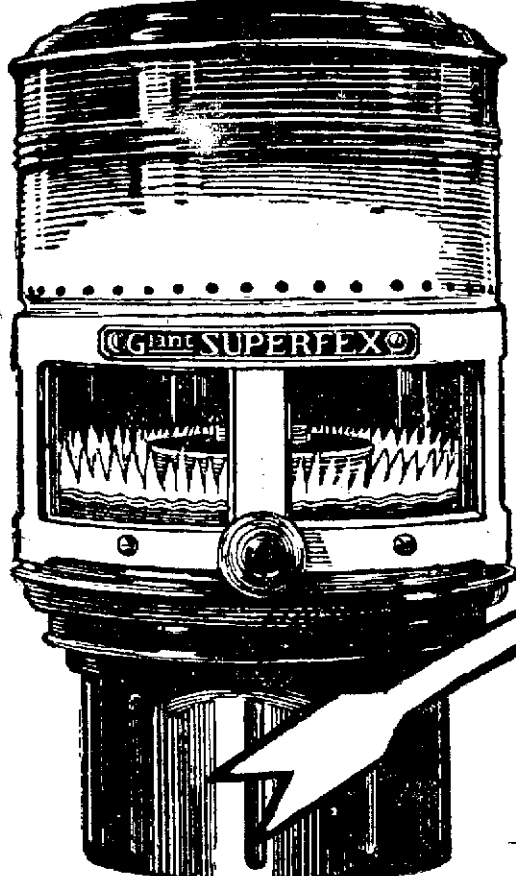


EXPRESS WAGONS

Substantial, well made, steel wagons. We have all sizes in stock. For the balance of this week we will allow one-fourth off on any Express Wagon in the house. Prices as low as **\$1.15**

Tillman Bros.
FURNITURE RUGS
116-118 SO. 4TH STREET

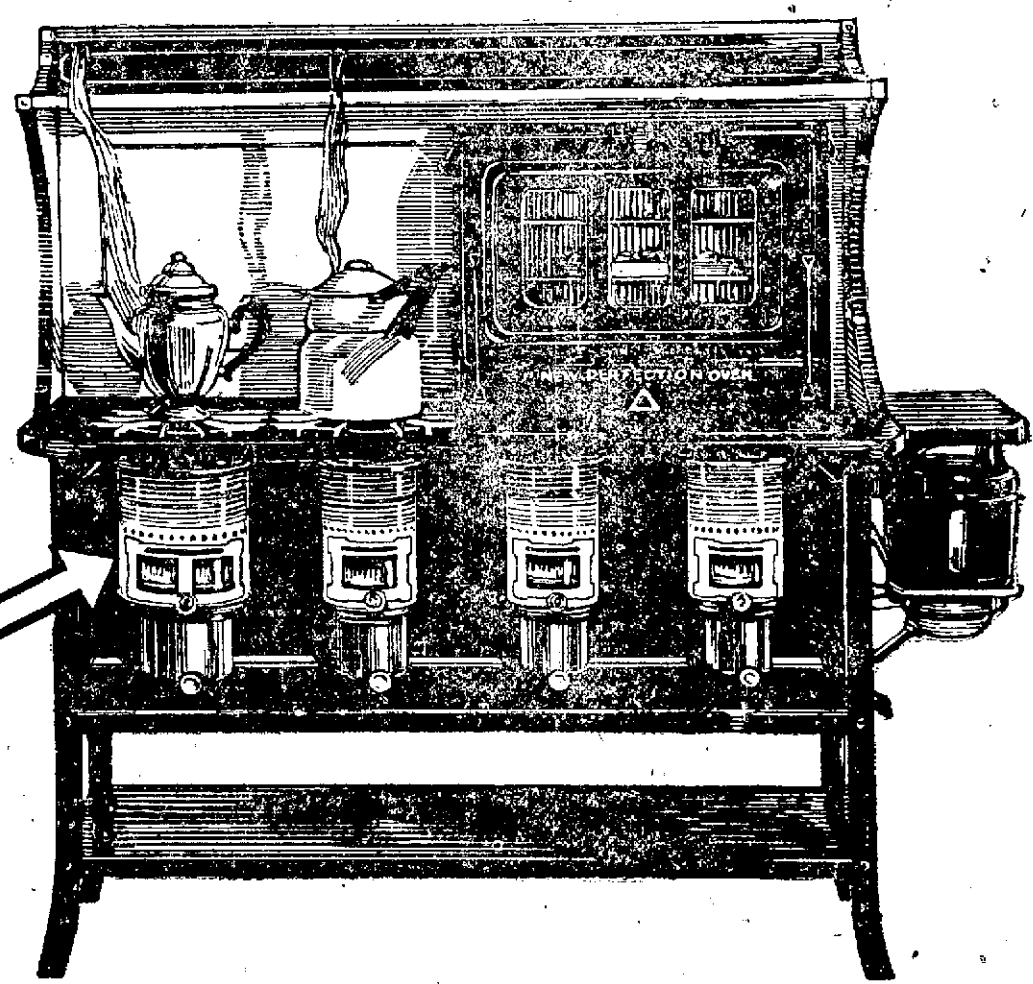
It's here at Last!
A Revolutionizing Invention



The SUPERFEX Burner that cooks as fast as gas and is absolutely reliable

What you get in this new stove—

1. Cooking speed of the giant gas burner—in the Giant SUPERFEX burner. Cooking speed of the standard gas burner—in the standard size SUPERFEX burner.
2. Abundant heat that is absolutely clean and odorless.
3. Greater economy and reliability of cooking with all grades of kerosene oil.
4. Operating convenience, cleanliness and new time saving features.
5. Handsome, sturdy, long-lived stove with higher and bigger Aladdin Quality Porcelain Enamelled Cooking Top, and new base shelf for utensils.
6. One Giant and 3 standard SUPERFEX burners.
7. A new (more beautiful) Gray Enamel finish on all chimneys.



On Display for the First Time At Your Dealer's

THE oil range that cooks as fast as gas—COMBINES GAS-STOVE SPEED WITH OIL STOVE ECONOMY—has been perfected and added to the world-famous line of New Perfection Oil Cook Stoves. It is called the NEW PERFECTION Oil Range with SUPERFEX Burners.

The SUPERFEX Burner is a new and revolutionizing invention. In addition to its amazing speed, absolute heat control, and ease of operation, it possesses the same remarkable cleanliness as the popular New Perfection with Blue Chimney Burners on which 4,000,000 housewives now cook.

The new range is a beauty—big and strong, with black porcelain cooking top, white porcelain cabinet, and extra-strong base shelf for utensils. You'll know it by its striking French-gray SUPERFEX Burners. Be sure to see it at your dealer's.

THE CLEVELAND METAL PRODUCTS COMPANY
Also Makers of ALADDIN Utensils and PERFECTION Oil Heaters
Cleveland, Ohio St. Paul Branch: 739 Pillsbury Ave.

NEW PERFECTION Oil Range with SUPERFEX Burners